The Cité de l’Économie et de la Monnaie
Citéco

A fun new educational and cultural centre

The polls confirm it: when it comes to economics, the French feel ill-informed. They feel helpless confronted with an essential subject that affects every aspect of their lives but that too often seems impenetrable, made up of figures, theories and debates that appear to be the preserve of «the initiated few».

So Citéco has decided to break the ice between the French and economics. To ensure, in cooperation with other representatives from the field of economic education, including the Ministry of Education, that the general public, and young people in particular, «master» economics more and more. To help demystify economic, monetary and financial concepts and issues. To pique the curiosity of the public to give people a better grasp of the major issues involved in choosing between different economic policies.

Citéco will open in Paris in 2019. It will be a centre devoted to a better understanding of economics.

Through its exhibitions, through its website and its presence on social media, through the educational tools available and through the partnerships it has already put in place, Citéco already offers its initial answer to the challenge of making economics accessible to all.
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1 Economic literacy accessible to all

Resolutely geared towards the general public, and young people in particular, Citéco aims to explain economic, monetary and financial concepts and issues through imaginative and entertaining interactive presentations.
An unprecedented initiative in France

Citéco aims to meet a need that has been frequently expressed by the people of France: to better understand and master economic concepts and issues that are at the heart of our everyday lives. A recent survey conducted by the polling organisation TNS Sofres found that the majority of people in France are interested in economics, but that a similar proportion of people believe that economic information is difficult to understand. International surveys, such as those conducted under the aegis of the OECD, also show that the level of financial literacy of French students is below the participating country average. So Citéco has undertaken to help improve economic literacy in France. Creating Citéco, the first centre dedicated to economic literacy in France, is part of a grassroots approach.

An ambitious project
The Cité de l’économie et de la monnaie already offers the public a range of educational and cultural materials that can be used to explore economics in a variety of different ways – through meetings, conferences and events, internet-based digital content, social media, temporary exhibitions – and which provide insights and answers to the issues of the day.

A real Cité
A cultural institution conceived as a real Cité (city): a place full of life and experiences that is open to all. To discover economic, financial and monetary concepts and mechanisms; to have fun, experiment, play and learn; to wonder at treasures from near and far; to be dazzled by a marvel of neo-Gothic architecture; to relax, meet friends and enjoy extraordinary experiences. To give everyone the opportunity to make the right choices and to act as well informed citizens. To take sound decisions.

And while the permanent exhibition is of course central to the Hôtel Gaillard’s cultural offering, visitors will find a range of other attractions and features in this remarkable monument, ideally located in Plaine-Monceau: conferences, debates, workshops, activities and events... Everything to make your time spent at Citéco a rich, imaginative and dynamic experience.
2 Citéco, already up and running

A range of educational and cultural resources is already in place: the Citéco website, temporary exhibitions, conference-debates, and social media
1. The Citéco website

www.citeco.fr

The Cité de l'économie et de la monnaie website is a veritable economic literacy portal that already offers a wide range of resources. With the opening of the Cité to the public, the website will help visitors plan and find out more about their visit, enable the online community to discover the museum's activities and creations and give teachers access to a variety of educational resources.

An online resource portal dedicated to economics

The website has a wide range of digital content to choose from, including videos, dataviz, games, bibliographies, filmographies, educational material and events. These resources explore every aspect of economics from work and business to sustainable development, finance, government, European institutions, currency, statistics, and more. The website, which has been designed specifically with the general public in mind, also has a special section for teachers to help them prepare their lessons. The website – currently under construction – will also be a showcase for all the services the Cité will have to offer when it is open.

Web productions

Citéco already offers a variety of original digital productions through its website, and also presents them at public events.

Among these educational tools: 10,000 years of economy presents 200 milestones in economic history; See the world differently uses an anamorphic process that distorts maps to present different indicators more clearly; Get data to talk provides an introduction to correlation and causality; Images of crises presents five major historical crises using audiovisual archives, in partnership with the French National Audiovisual Institute; educational animated films explain concepts such as the economic cycle, growth, crisis and money creation; and bibliographies and filmographies provide further insights.

A series of articles showcases the collections that will be on display at the Cité de l'économie et de la monnaie.
2. Citéco on social media

Citéco can be found on many social media platforms. Keep up-to-date with the project’s developments and online publications and discover even more educational tools on economics on Twitter and Facebook. Some events that the Cité is involved in are live-tweeted via Twitter or streamed live, while numerous educational videos, interviews with economists and conferences can be accessed through Citéco’s YouTube channel. A wide selection of Cité-related images can be found on Instagram, too.
3. Conference-debates and major educational events on economics

Citéco organises lecture series and takes part in events designed to make economics accessible to the general public: Les Journées de l’Économie in Lyon (JECO), Les Rencontres des SES in Paris, Rendez-vous de l’histoire in Blois… Some examples of round-table debates and imaginative communication activities designed to encourage participation and discussion and that involve high school classes in collaborative projects or creative serious game workshops. These are just a foretaste of the high quality cultural programme that will be unveiled.
3 The future permanent exhibition

In 2019, visitors will be invited to stroll through a 2,400m² scenographic space separated into six stages that make up the permanent exhibition of the Cité de l’économie et de la monnaie.

Each stage presents the fundamentals of economics in a fun and dynamic way.
In the good times: trade, production, players and markets.
In the bad times: instabilities and crises.
At each stage, the exhibition presents the debates that rage between economists.
The final stage, in the vault room, reveals a collection of numismatic treasures: gold, ancient currencies, banknotes and coins and manufacturing machines.
Trade
Why and how do we trade? What is the role of money? How does money promote specialisation and production?

Players
Who are the main players in the economy and how are they connected? Various situations and scales, from individual players to the global economy.

A discovery in six stages

Markets
How do the major markets (such as labour, real estate and financial markets) and the different recursive mechanisms (supply and demand, competition) work?

Regulation
How do regulatory instruments and objectives help to prevent the turmoil mentioned previously? A major highlight of the exhibition is the «Council Room» where the collegial decision-making process is recreated to debate an issue of the day.

Instabilities
What types of turmoil can grip the economy? A general overview (economic crises, but also social problems and environmental issues) presented through historical examples.

Treasures
The vault room is the perfect setting for the collections of banknotes and ancient coins as well as manufacturing machines, a gold ingot, films and other multimedia material. Visitors can use the photo booth at the end of the permanent exhibition to put their face on a banknote that they can then print and send to their email account.

A personalised experience
The Cité de l’économie et de la monnaie offers an educational and cultural exploration of economics and finance, and the Cité’s «cultural mediation» is the point at which knowledge and visitors’ desire to learn meet. Intended for those visitors who are completely new to economics in particular, it makes economics concrete, accessible and fun through a variety of formats including guided visits, workshops, and permanent exhibition assistants who are at hand to answer questions and enhance the visit experience.
And with what goal in mind? So that each and every visitor to the Cité can enjoy a personalised experience that meets his or her own expectations.
4 A monument restored to its former grandeur

In 2019, Citéco will move into the Hôtel Gaillard. This private mansion, now a listed historical monument, will become the Cité de l’économie.

This neo-Gothic architectural complex was constructed by Victor-Jules Février in 1882 in the heart of Plaine-Monceau for the banker Émile Gaillard. In 1920, it was converted into a Banque de France branch, and a central structure housing a grand lobby and a vault was added by the architect Alphonse Defrasse.

Take a virtual tour and discover this remarkable building at citeco.fr.
The architectural project
The proposal of the internationally renowned team, Ateliers Lion – Eric Pallot – Agence Confino, was selected by the Banque de France following a European-wide competitive process. Their project brings out the influences of the different historical styles while respecting the building’s essence, and creates an inner courtyard by redeveloping the space between Février’s original design and the structure subsequently added by Defrasse. It enhances the elegance of the Hôtel Gaillard’s roofs and reimagines them in a contemporary manner.

Scenography
The Agence Confino has taken an innovative approach to the design of the museum’s displays, combining the spectacular with a deep respect for the character of the building to bring the collections on economics to life.

Temporary exhibitions
Temporary exhibitions will be organised alongside the permanent exhibition and will be set up in a dedicated 430m² space.

Educational workshops
Educational workshop rooms will be available to the public for small school or private group activities.

The auditorium
Citéco will invite the public to meet experts and researchers and attend debates, conferences or symposia on important issues of the day. Citéco will also organise lecture series and film showings in its 100-seat capacity auditorium.

A 19th century neo-Gothic marvel, redesigned for the 21st century
5 An open and connected space

The Hôtel Gaillard's reception area is an open and connected space, conceived – as befits the point where the museum and the outside world connect – as a place where visitors can get information on all that Citéco has to offer or can work or simply relax and hang out.
The café and museum shop

The Cité de l’économie et de la monnaie also has a café and museum shop. More than just an unavoidable stop off point before leaving any museum, the shop and the café have been designed to welcome the people who live in the area and anyone else who may simply be curious – without necessarily visiting the museum – and who are looking for the ideal spot in Plaine-Monceau to pull up a chair, get on with their business, write, read or find that rare and unusual item. Particular care has been taken to ensure that these two areas, which form an organic part of the Hôtel Gaillard’s architectural fluidity, are comfortable and welcoming and offer products and services that are within the means of the greatest possible number of people.

A friendly café with free Wi-Fi and excellent food and drink. And an exciting shop where treasures great and small can be found to suit any taste.

All in all, the Cité de l’économie et de la monnaie will add to the heartbeat of the area.

Private events

Outside public opening hours, Citéco will open its doors to companies and associations for private parties and special events.
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